



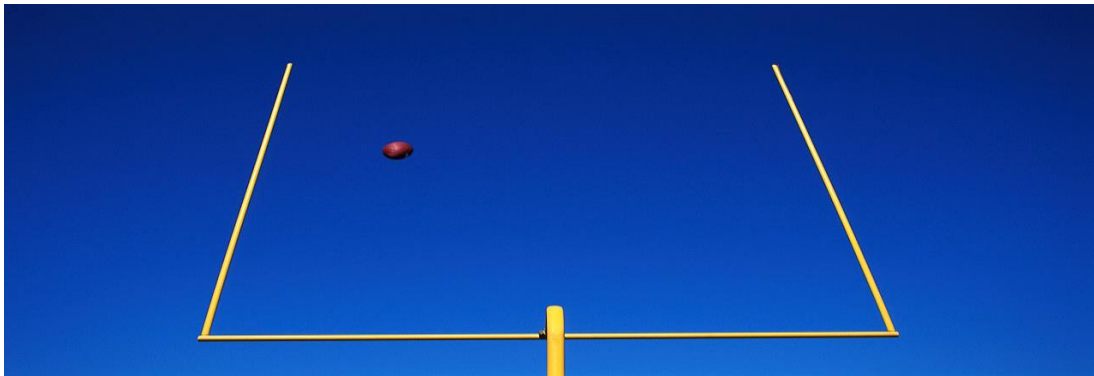
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PRESS RELEASE

FOR IMMEDIATE RELEASE

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Solid Waste - "Talking Trash for the Big Game"



Kerrville, Texas (October 14,2014) – With football in full swing and many big games still ahead, many fans will be cheering for their favorite teams by either attending or watching the big game on TV. If attending a sporting event, ask personnel if recycling is available. Many venues are starting to go “green” and are giving visitors a chance to do their part and recycle. For example, at a recent Super Bowl, the NFL’s Environmental Program implemented a program that was able to recycle 17.78 tons of recyclables. On a college note, an average college football game generates about 50 tons of waste. The NCAA reports

that about 49 million people in the US attend at least one college game per year. When you include high school, middle school, and youth games, that number extends a lot further. “Cheering for football is huge in Texas and so should the efforts of the event coordinators and spectators to conserve,” stated David Barrera, Solid Waste & Environmental Specialist. “Environmental awareness is something that can be easily achieved at any event whether you are an event coordinator or a spectator. It can begin with taking simple steps and starting with the basics.”

Below are some tips while attending a game at a venue or hosting a viewing party:

- Look for recycling bins inside and outside;
- Carpool to the game to save money on parking and help reduce emissions;
- Take your own bag to collect any recyclables you generate;
- Start with the most common and easiest products to recycle such as cans and bottles;
- For the big game at home, purchase reusable cups, coolers, and cooking utensils;
- Place a recycling bin by the trash can or cooler and have someone monitor it; and
- Inform attendees that you have recycling available.

These are just a few ways that you can do your part and conserve. There are many other ways that can improve the way we manage waste at any event and implementing them just takes a little creativity and dedication. As part of the Public Works Department outreach program, the Solid Waste Division is available to assist in implementing a recycling program

at your facility for any event. “We are available to assist with ideas, plans, and resources that will help make your program a success,” added Barrera.

For additional information contact Ashlea Boyle, Special Projects Manager at (830) 258.1153 via e-mail to ashlea.boyle@kerrvilletx.gov or visit the city’s website at www.kerrvilletx.gov.

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